1917

HOME DECORATION

Alfred Peats Co.

NEW YORK BOSTON

NEWARK CHICAGO



The
Winterthur
Library

HOME DECORATION

"Woman's first interest is, and always will be, the home; second, education; then, dress and recreation."

TO OUR READERS, Home Decoration is glorious, artistic, defiant, but not melancholy. There is a grandeur to the color-schemes in their natural tones that banishes the thought of neglect. All the Summer and Fall did our artists plan and execute the splendid ideas displayed in this book. Now you may view them; safe with protection against doubt, and we like to think of them as flushed with the effort of two seasons' labor.

In each of the sketches there is the warm, rich hue of fulfillment. In the glowing arrangement and color tones there is every hint of satisfaction.

There are some ranges of coloring in the printing of Wall Papers that are best set off by a background of foliage. The tendency this season is toward the simple and not over-elaborate effects.

All floral patterns of rose, purple, lilac or pink are thankful to be grouped with gray, and if to these is added a suitable panel in white, there will be its own simplicity added to the splendid harmony.

The interiors shown in Home Decoration offer splendid specimens of modern architecture and can well be followed in style by all who contemplate the building of a new home.

This book is designed to help those engaged in the decorating business. In artistic form the artists display the newest and most worthy ideas in home adornment.

Anyone who habitually uses this volume for reference and suggestions will be enabled to add to his gains and enjoy the satisfaction of giving his patrons the very best in decoration.

ALFRED PEATS COMPANY
New York Boston Newark Chicago



Pan Frieze Illustrating "Cracking the Whip"



Sidewall No. 4700, Price 36c per roll—Special Book.
Border No. 8960, Price 45c per yard—Special Samples.

The panel effect is produced by mitering the paper, which gives an unusual treatment.

The frieze illustrated was designed by the famous artist, Mr. Herman Heyer, of New York—Copyright No. 52727.

It is made in one yard lengths and there is an extension made besides the section shown which consists of landscape and trees, and when used the figure part illustrated can be placed wherever desired in the room.

SKETCH 2



ALFRED PEATS PRIZE WALL PAPER

THE SOLARIUM

Sidewall No. 4767, Price 60c per roll—Special Book.

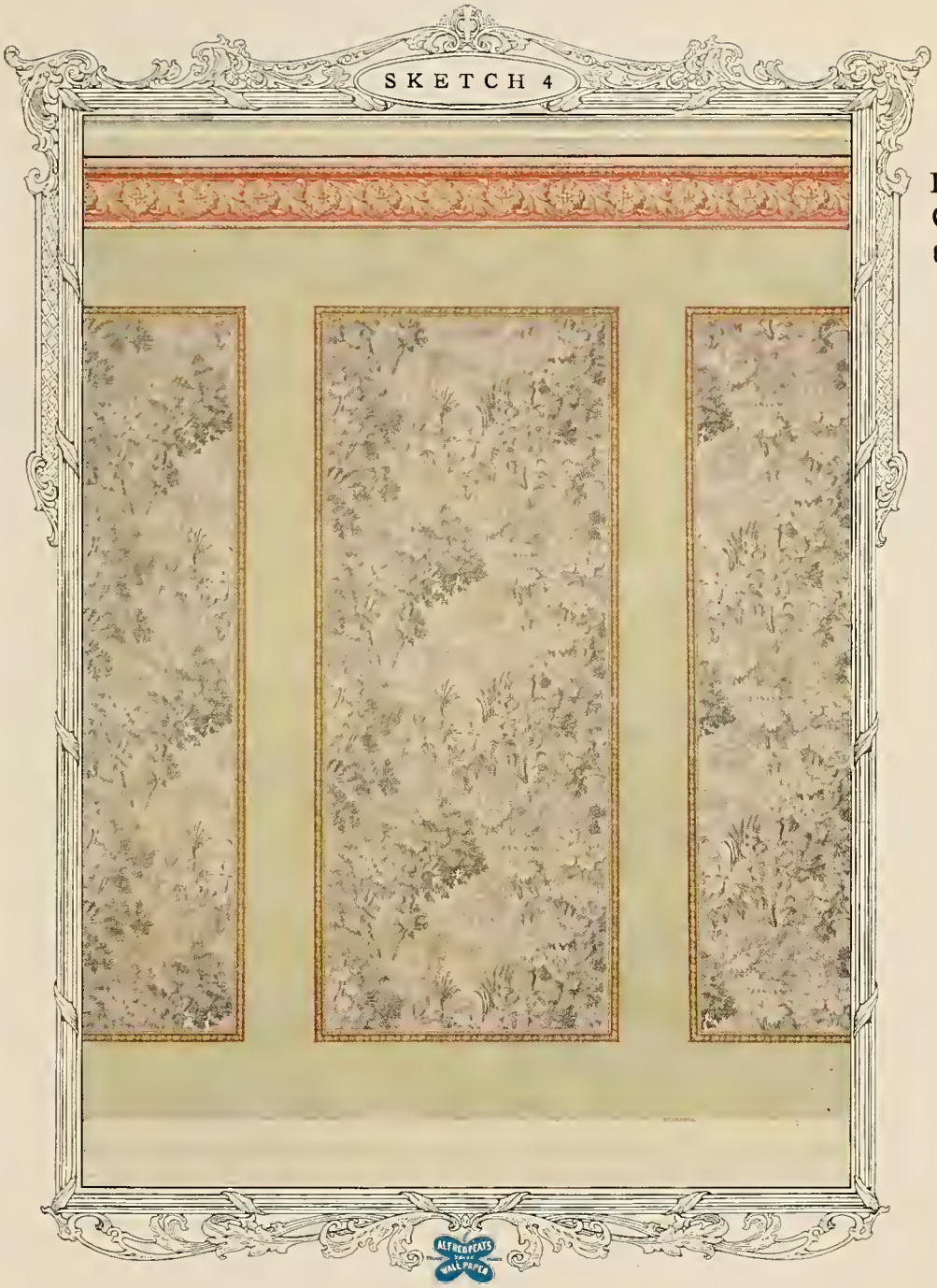
The Solarium or sunroom is best suited for a house rather than an apartment.
In most instances the ceilings of these rooms are built of Art Glass in small squares, which permits of a radiance of light.

A Welcome Newness in Decoration



Sidewall No. 4741, Price 60c per roll—Special Book.
Cutout Border No. 4742, Price 25c per yard—Special Book.

The frieze illustrated above is a type of the modern school of designing and is of Austrian origin.

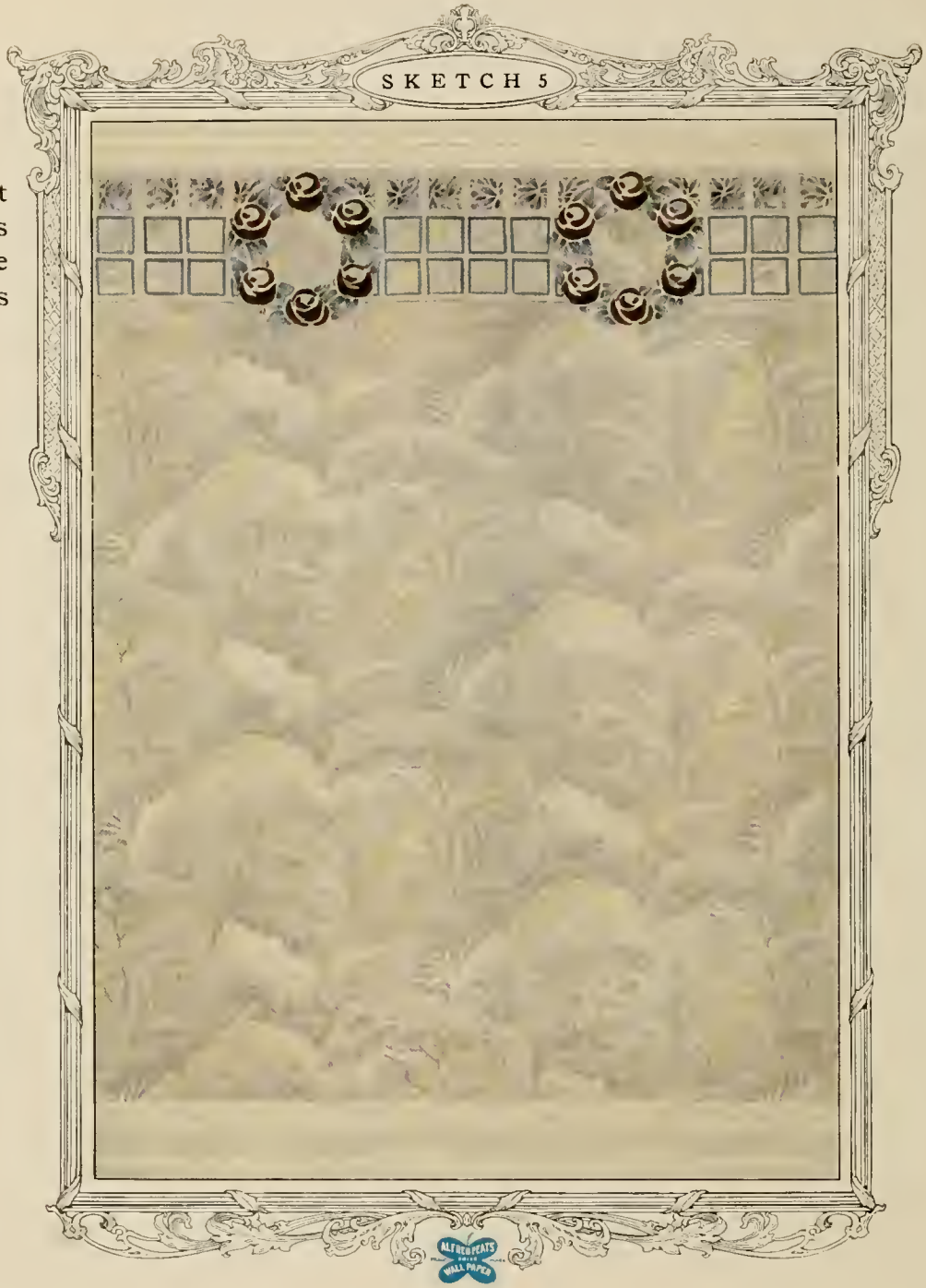


Panels give Character to the Walls

Foliage Pattern No. 4775, Price 40c per roll—Special Book.
Stile Pattern No. 4741, Price 60c per roll—Special Book.
Top Border No. 4752, Price 7½c per yard—Special Book.

The Panel border is taken from the margin of the top border and forms a complete panel-moulding. There is one yard of the narrow moulding border with each yard of top border.

Different Decorations Decide Difficulties



Sidewall No. 4772, Price 60c per roll—Special Book.
Relief Border No. 4856, Price 35c per yard—Special Book.

In the Hall sketch opposite we illustrate the Mountain Stream panels, which consist of four different panels, each 40 inches long and 80 inches high, making a repeat of 13½ feet.

There is an extension of plain background made for this decoration, which enables one to use same any height desired.

SKETCH 6



THE HALL

Mountain Stream Panels A, B, C, D. No. 8962, Price $2.00 each—Not sampled.
Mountain Stream Extension, X. No. 8963, Price $2.00 each—Not sampled.

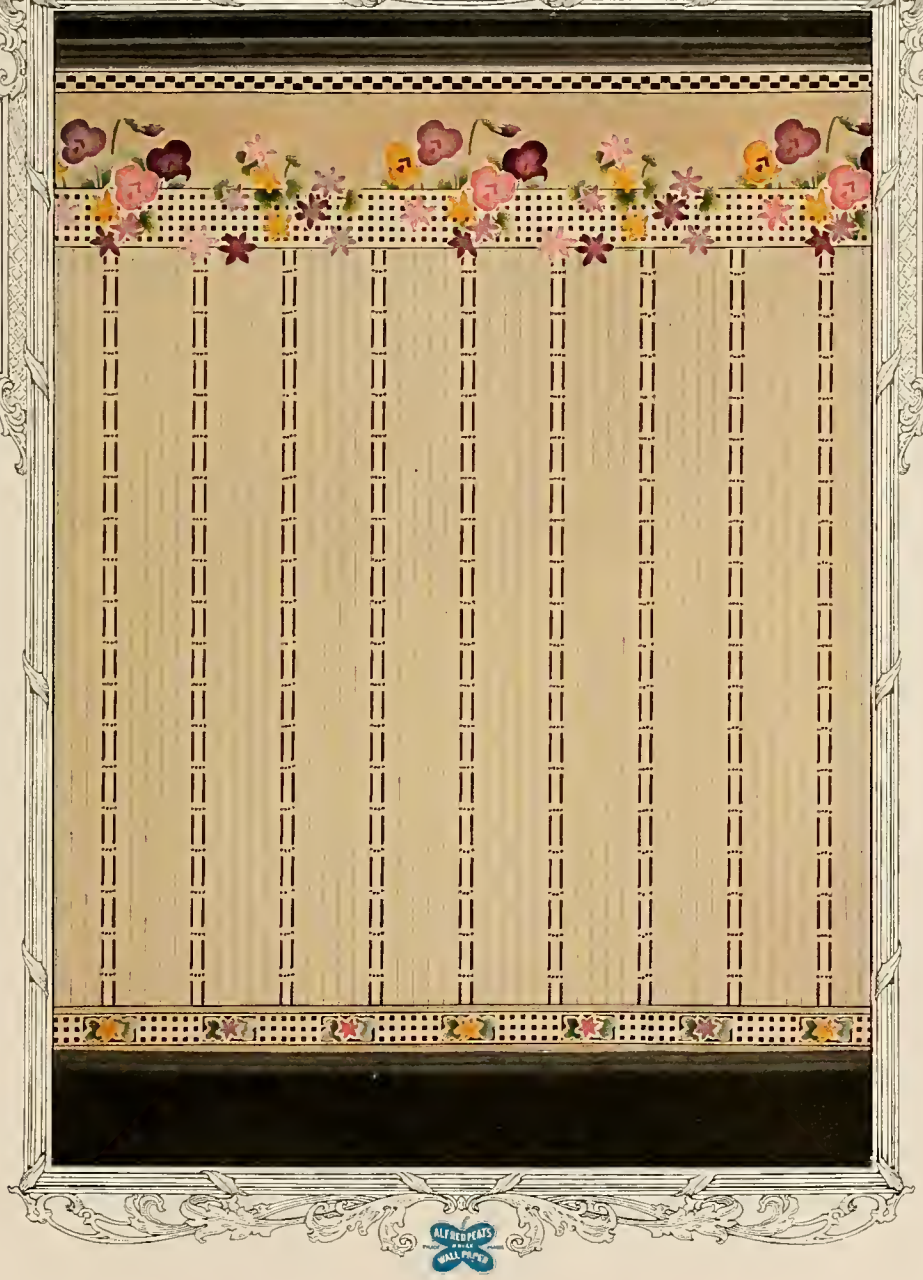
Color-Tones
Unusual and
Attractive



Sidewall No. 4700, Price 36c per roll—Special Book.
Hand Border No. 4701, Price 18c per yard—Special Book.

The border on above decoration is an exclusive hand-colored border and presents an individual color scheme.

SKETCH 8

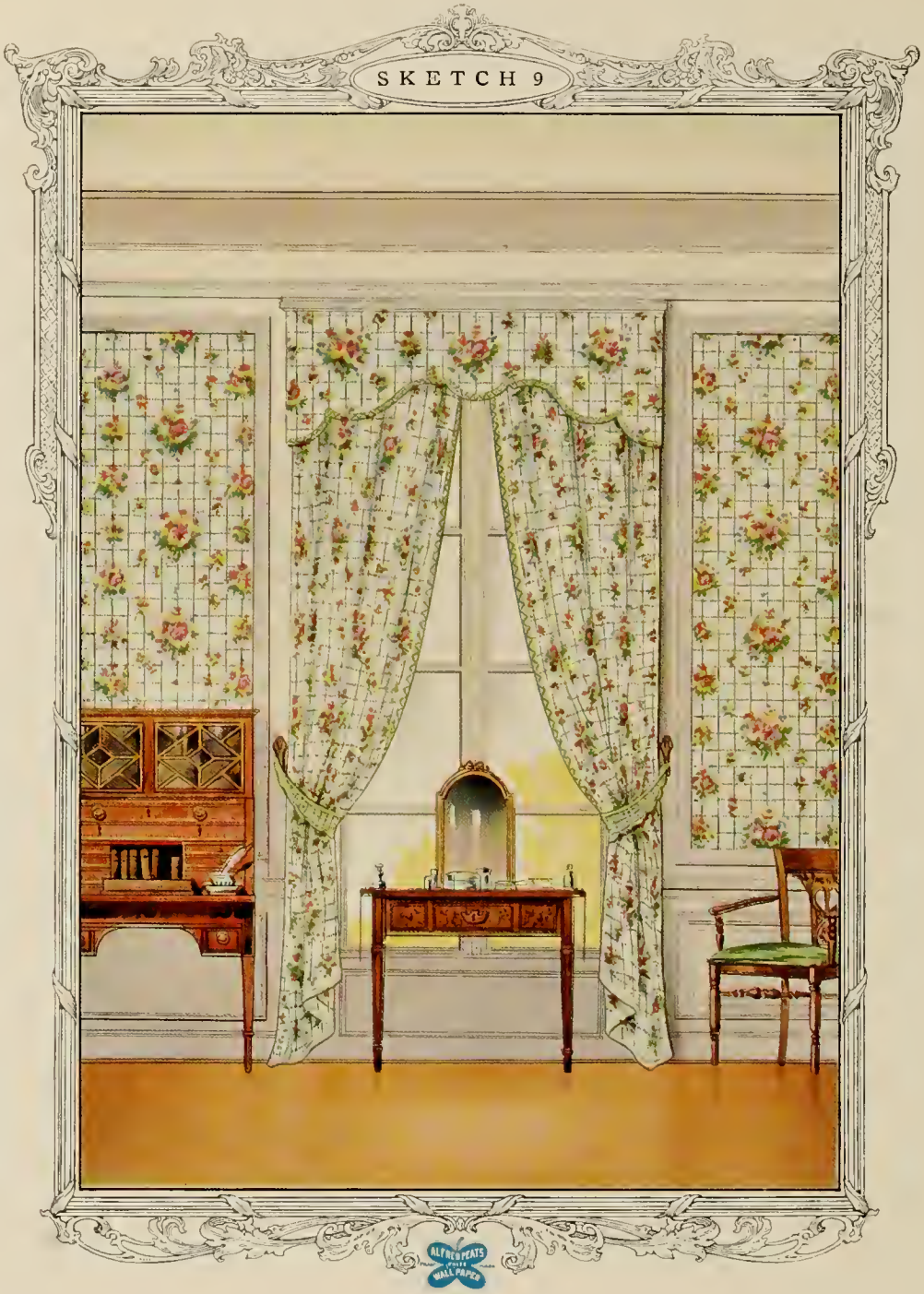


A Neutral Wall and Fancy Frieze

Sidewall No. 4727, Price 24c per roll—Special Book.
Hand Border No. 4728, Price 30c per yard—Special Book.
Hand Base No. 4728B, Price 10c per yard.

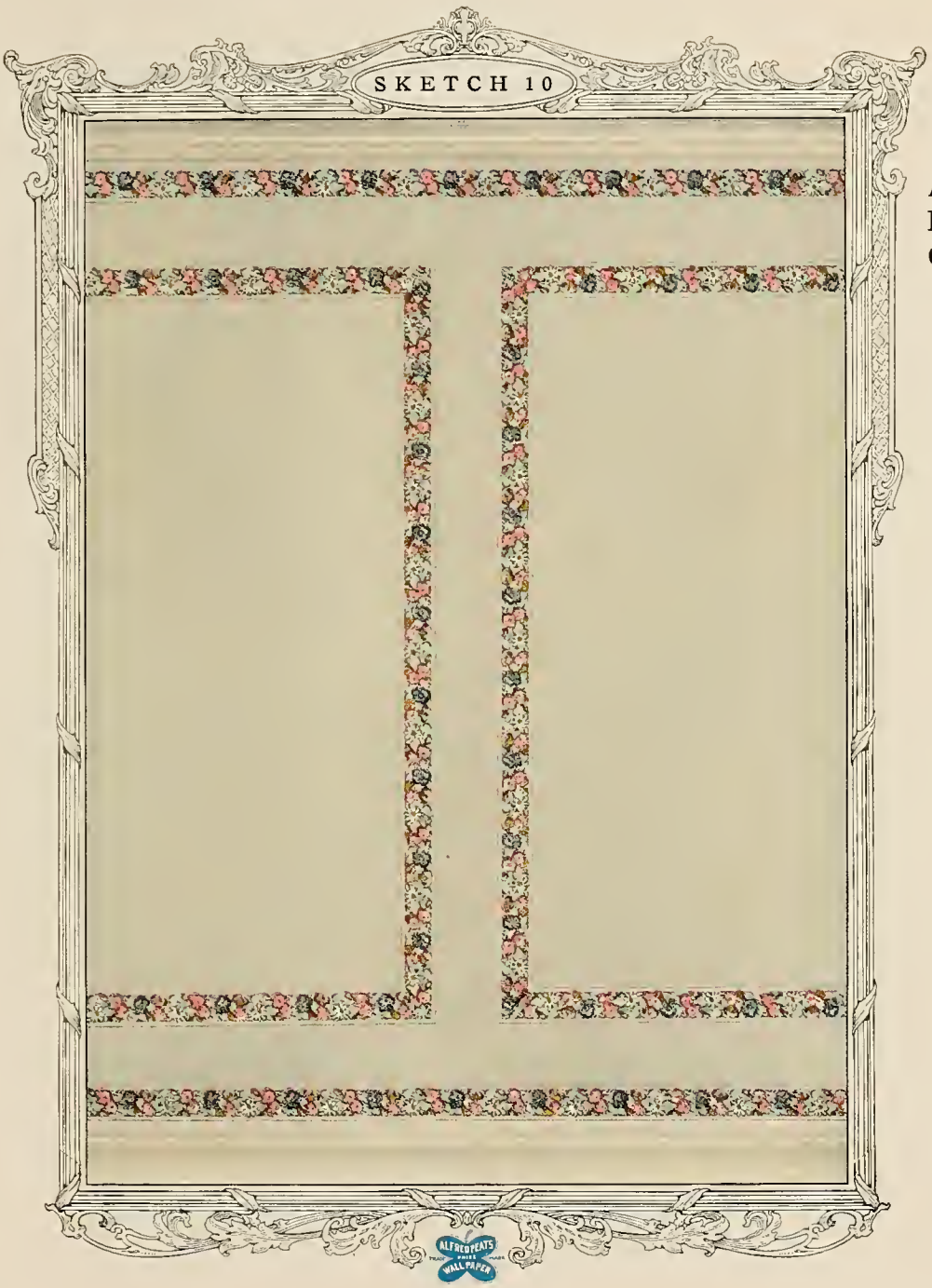
The border shown here is also hand-colored and is one of the exclusive novelties of the season.

Complete
Cozy Color
Combination



Sidewall No. 4764, Price 40c per roll—Special Book.

In the above color sketch we display a modern window treatment in cretonne. Our Chicago store specializes in original drapery ideas. Estimates will be cheerfully given on every request, with window and door measurements.



A Background Ribboned with Color

Sidewall No. 4749, Price 30c per roll—Special Book.
Panel Border No. 4750, Price 5c per yard—Special Book.

This sketch displays a gray and white grass cloth effect with a dainty chintz border. Chintz covers, curtains and hangings used with the above makes an artistic room.

Blue Birds Bring Happiness



Fence Decoration No. 8961, Price 30c per section—Not sampled.
Grass Decoration No. 8962, Price 25c per yard—Not sampled.
Sky Line No. 4850, Price 80c per roll—Special Book.
Foliage Paper No. 4774, Price 50c per roll—Special Book.
Blue Bird Border No. 3611, Price 27c per yard—Book No. 4.

The fence decoration is made in sheets 22 inches long and 28 inches high. The grass decoration is made in one yard lengths as shown.

The birds may be had in any number or color—blue, black, yellow, pink—at 10c each. If you wish the blue birds only, order additional yards of the border (4 to the yard) and separate them from the top frame of the border.

SKETCH 12

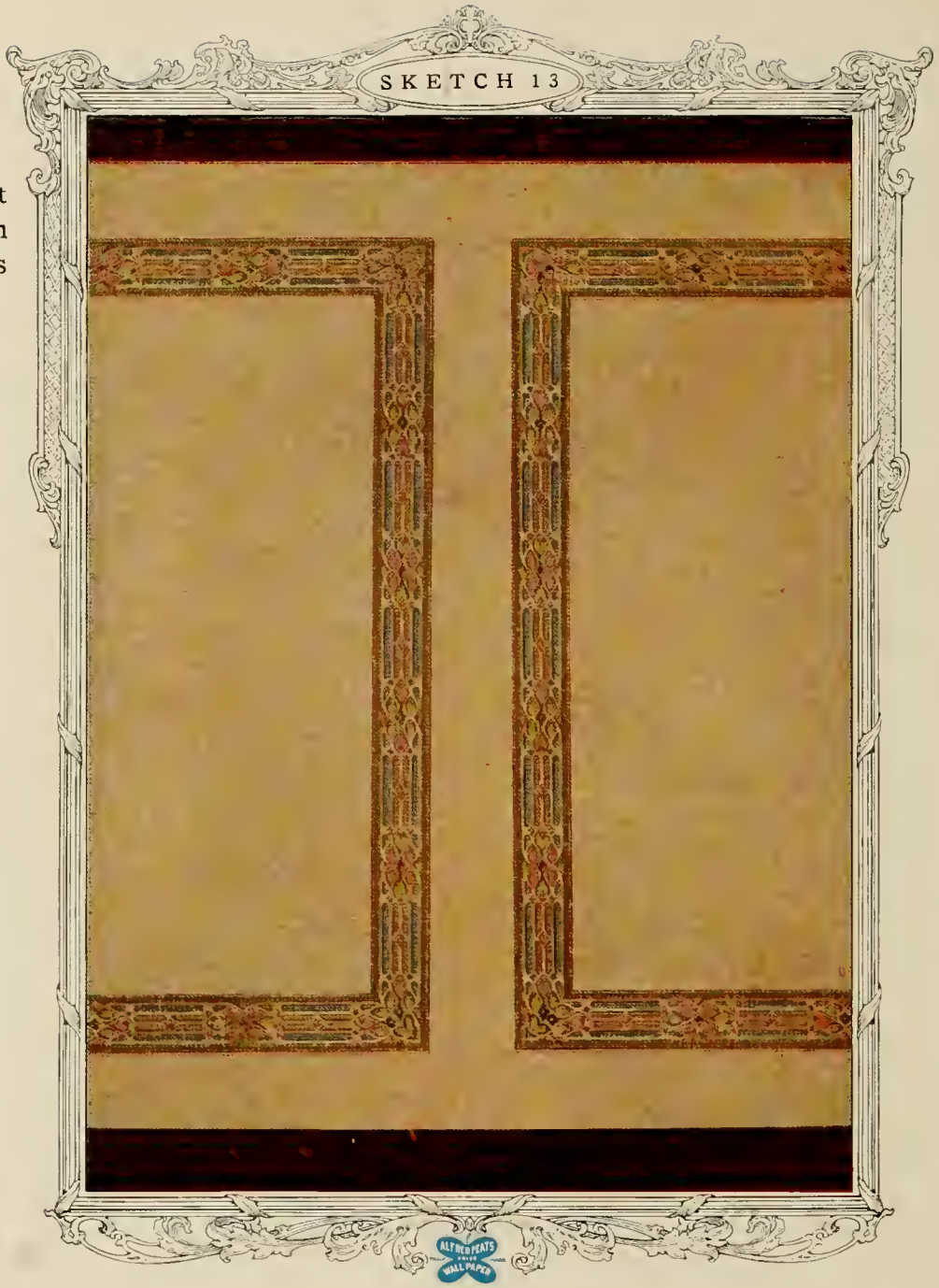


ALFRED PEATS TRADE PRICE MARK WALL PAPER

DINING ROOM

Panel Paper No. 4780, Price $2.00 per roll—Special Book.
Grass Weave Stile No. 4845, Price 90c per roll—Special Book.

A Tan Effect with Bold Bands



Sidewall No. 4831, Price 50c per roll—Special Book.
Panel Border No. 4832, Price 10c per yard—Special Book.

The wall above is an exact reproduction of Japanese Grass Cloth, and the panel border represents a stencil effect or hand-colored border.

SKETCH 14

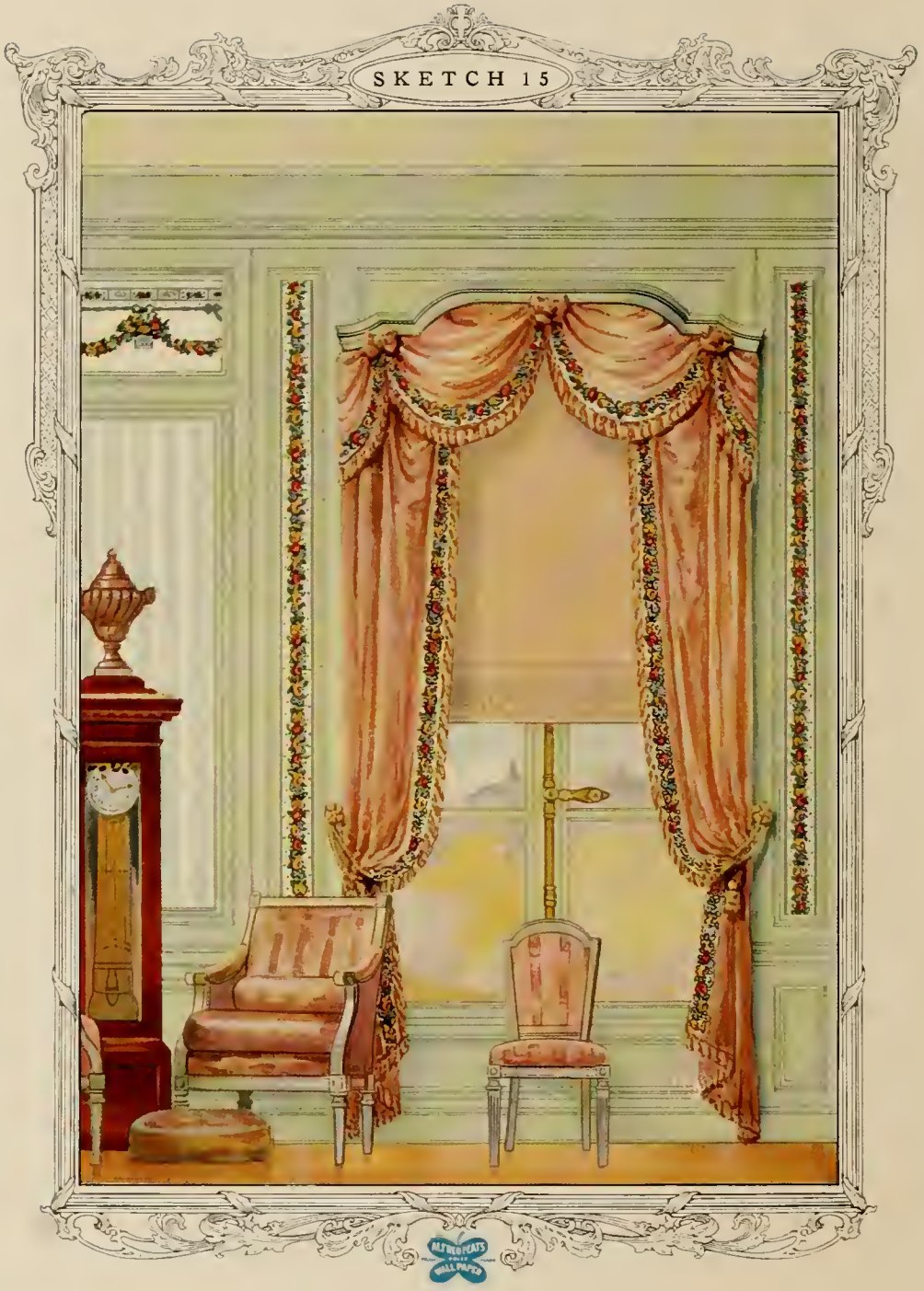


Restfulness in the Library

Sidewall No. 4848, Price 75c per roll—Special Book.
Engraved Border No. 4837, Price 20c per yard—Special Book.

You will note the tendency in decoration this season is to panel the walls either with borders or mouldings. Note the above novel wall treatment; also the drapery scheme.

Designed
with
Unusual Care



Stripe Pattern No. 4714, Price 36c per roll—Special Book.
Basket Border No. 4717, Price 18c per yard—Special Book.
Base Border No. 4717B, Price 9c per yard—Special Book.

SKETCH 16



ALFRED PEATS TRADE MARK WALL PAPER

THE BOUDOIR

Sidewall No. 3674, Price 36c per roll—Book 4.
Border No. 3675, Price 10c per yard—Book 4.

Note the miniature silhouette figures in the graceful floral cut-out border.

Foliage, Grass and Stencil in Autumn Colors



Lower Wall No. 4808, Price 75c per roll—Special Book.
Upper Wall No. 4852, Price 90c per roll—Special Book.
Engraved Border No. 4841, Price 25c per yard—Special Book.

On the opposite page we illustrate a drawing room decorated with Autumn Panels, which are printed 40 inches wide and 60 inches high. There are three panels to a repeat of 10 feet. The high base in the sketch should be 4 feet high and with the five-foot Autumn Panels and a 12-inch cornice gives a height of 10 feet.

SKETCH 18



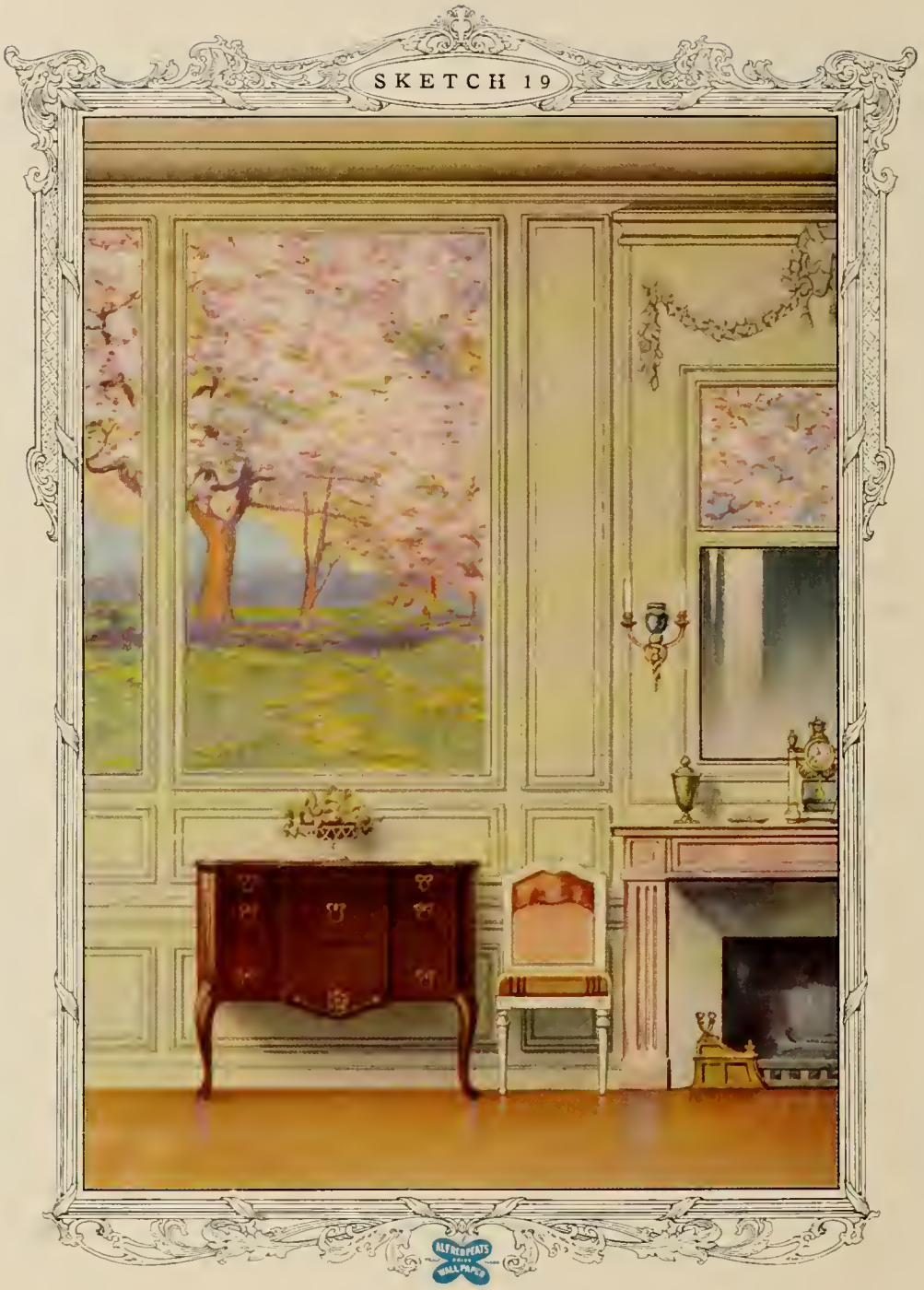
ALFRED PEATS PRIZE WALL PAPER

DRAWING ROOM

Autumn Panels A, B, C. Price $1.00 each—Not sampled.

Made in three different panels 40x60 inches. Will match continuously or can be used in panels.
There is a repeat of pattern every 10 feet.

Nature Portrayed in Decoration



Spring Panels No. 8961 A, B, C. Price $1.00 each—Not sampled.

This series of panels is printed in the same manner as the Autumn Panels—three panels 40x60 inches to the repeat of 10 feet. The height of each is five feet.

SKETCH 20

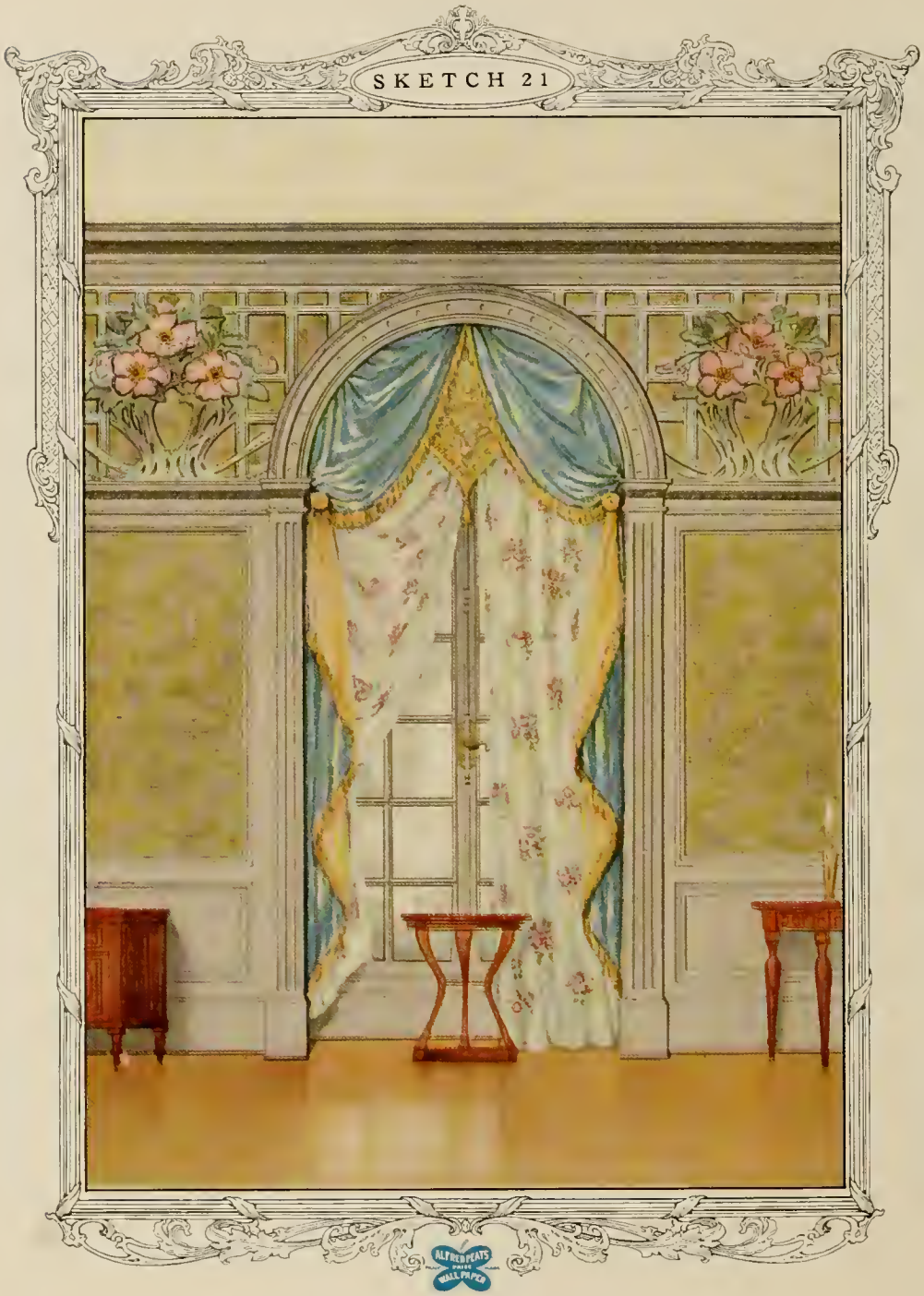


ALFRED PEATS TRADE PRICE MARK WALL PAPER

BED ROOM

Sidewall No. 3516, Price 36c per roll—Book 4.
Cutout Border No. 3517, Price 10c per yard—Book 4.

New Colors
in New
Designs

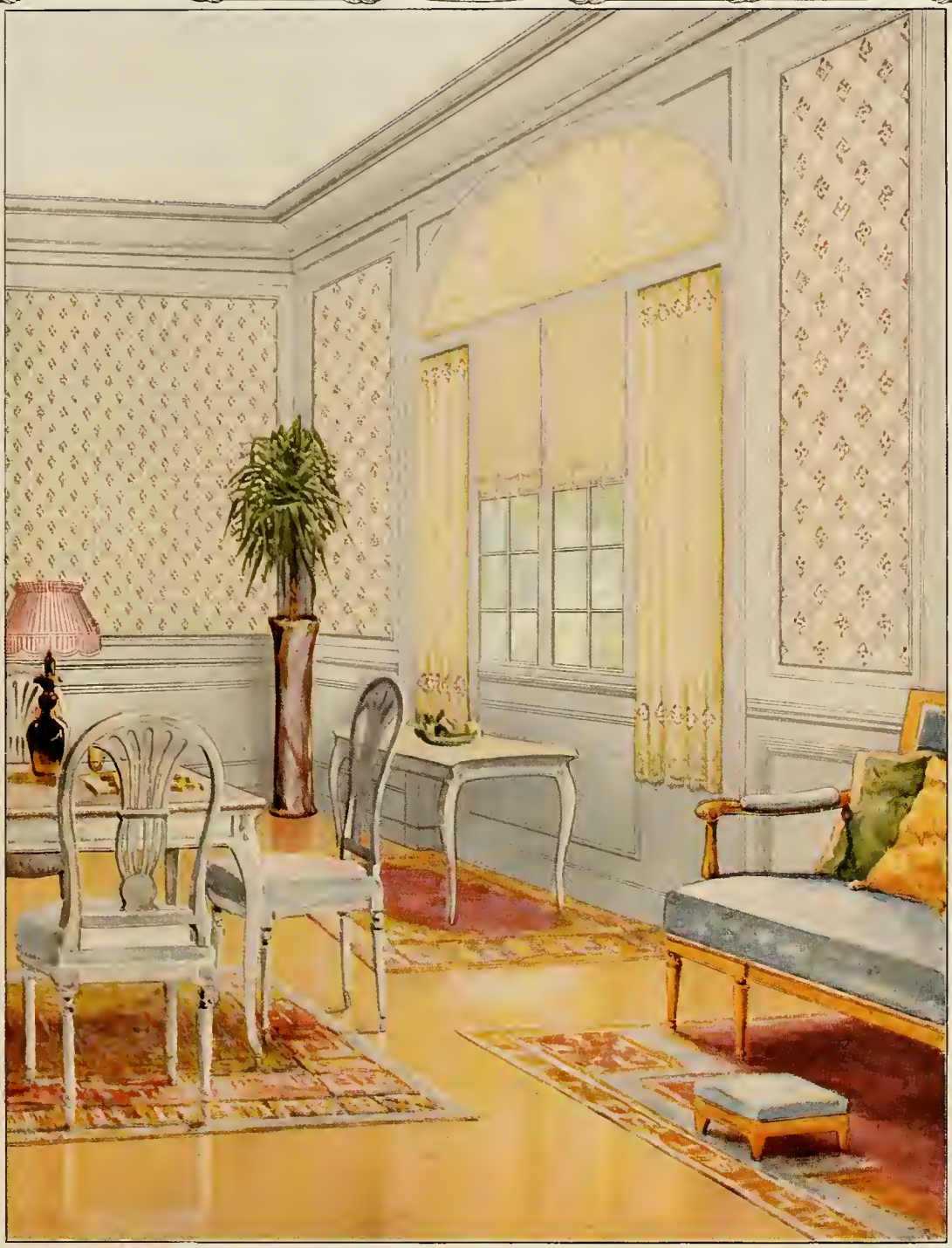


Lower Wall No. 4824, Price 45c per roll—Special Book.
Relief Border No. 4857, Price 35c per yard—Special Book.

On the opposite page we offer a simple but effective decoration for a man's room.

The panel treatment of the walls, the sunburst on the transom window, with side curtains of soft silk and puff shades on the center windows give a cheer to the entire room. The French door treatment above is an elaborate idea for the purpose and very decorative.

SKETCH 22

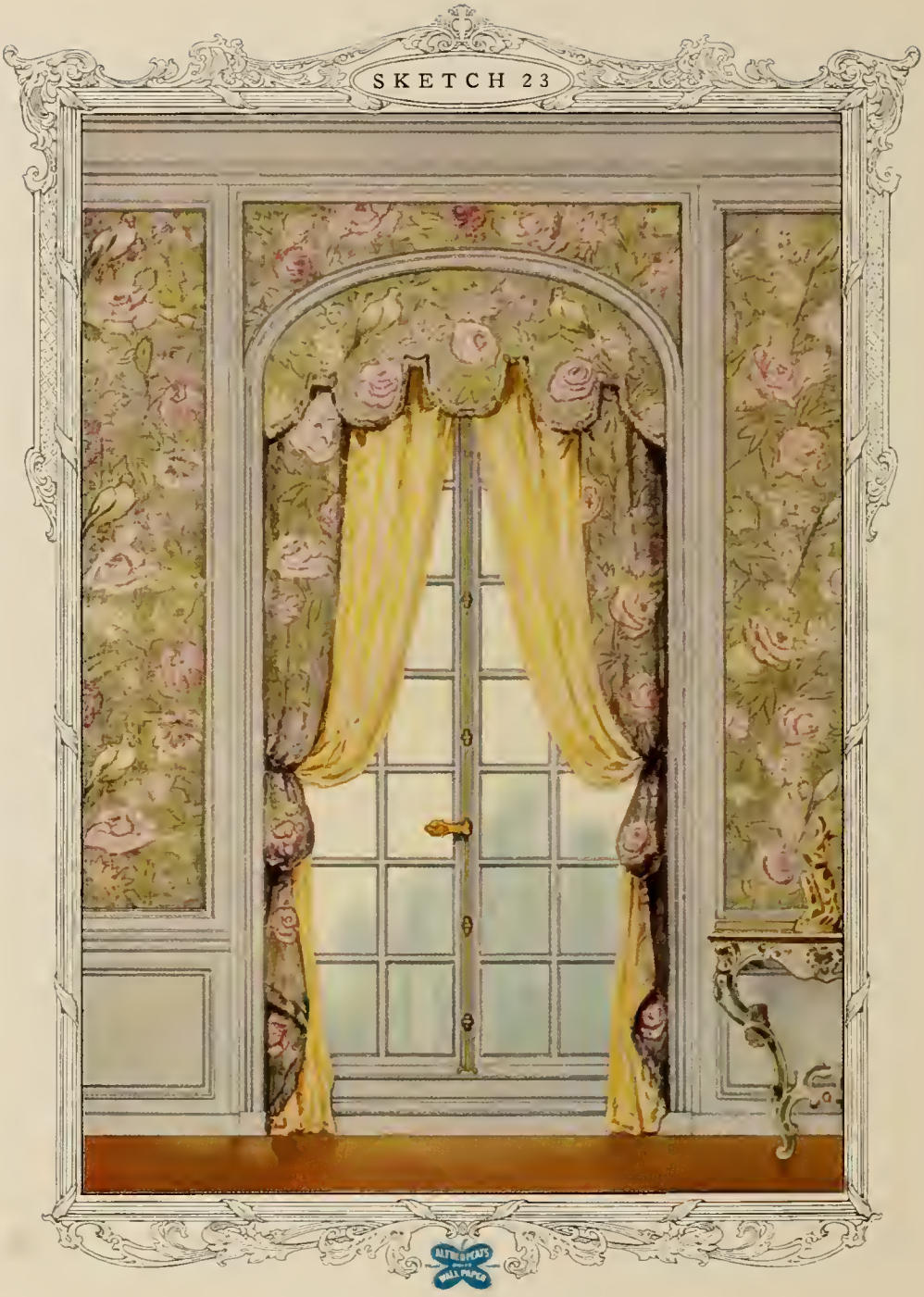


ALFRED PEATS PRICE WALL PAPER

A MAN'S ROOM

Sidewall No. 4760, Price 36c per roll—Special Book.

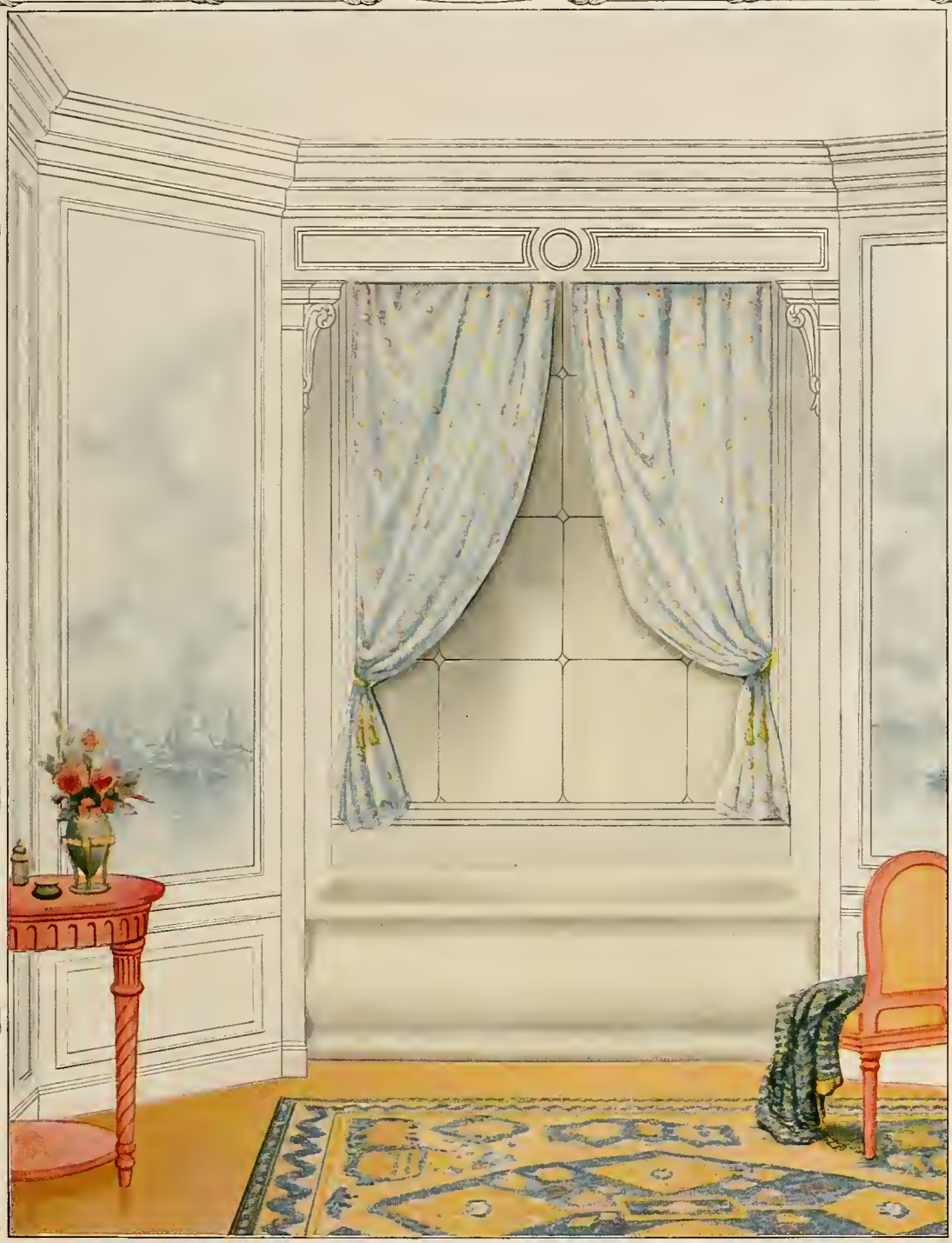
Combining Cloth with a Color Scheme in Wall Paper



Sidewall No. 4814, Price 60c per roll—Special Book.

The above sketch shows a beautiful bird tapestry paper. It is over printed so that it has the threads and weave of cloth. The drapery idea is cretonne with a light silk underneath. The novel valance adds character to the finished effect.

SKETCH 24

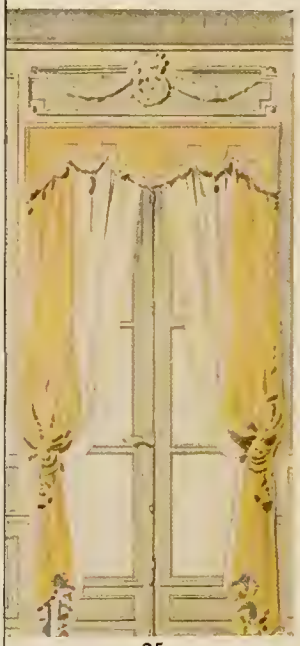


ALFRED PEATS PAPER WALL PAPER

BATH AND DRESSING ROOM

Venetian Waters No. 8964, Price 60c per section.

The Venetian Panels are 40 inches wide and 60 inches high. There are two panels to the repeat and printed in Sepia and Delft Blue.



25



26



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ALFRED PEATS PRIZE WALL PAPER

A PAGE OF DRAPERY IDEAS

These drapery ideas are shown in order to suggest the newest treatment of doors and windows. Our Chicago house designs and executes original drapery schemes. Send measurements of openings and style of material desired and a careful estimate will be sent forward immediately.

SKETCH 31



ALFRED PEATS PRIZE WALL PAPER TRADE MARK

FRENCH DRAWING ROOM

Panel Paper No. 5292, Price $1.00 per roll—Special Samples.

This beautiful wall paper printed in gray and black is one of the season's choicest color schemes.



32



33



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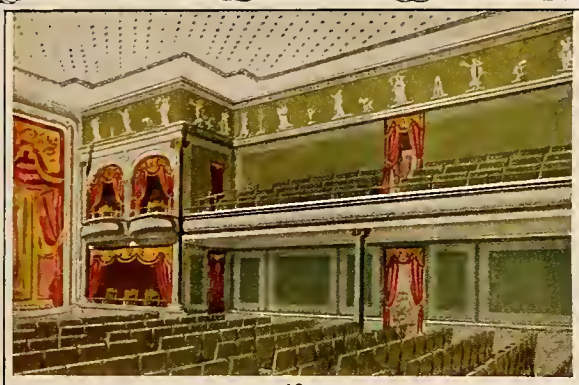


41

ALFRED PEATS TRADE MARK WALL PAPER

A PAGE OF DELIGHTFUL INTERIORS

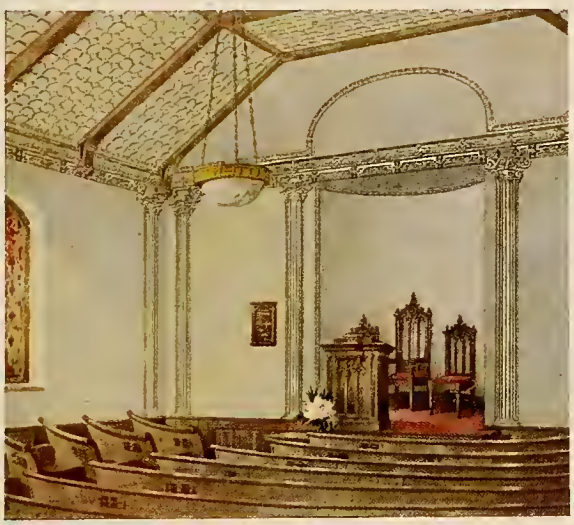
See page 32 for descriptions.



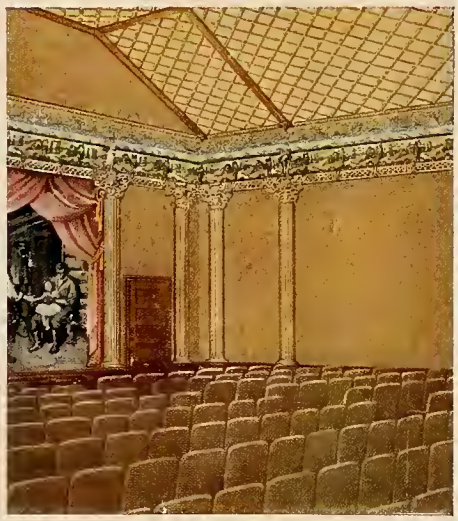
42



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47

ALFRED PEATS WALL PAPER

THEATRES, CHURCHES, DEN AND PUBLIC BUILDINGS

See page 32 for descriptions.

SKETCH 48


9088


8970


8971


10006

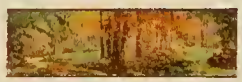

10019


9045


9033

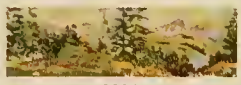

9007


8156


9060

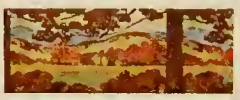

8964


8972

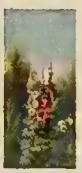

9034


8979

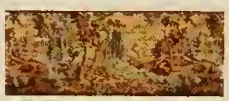

9081


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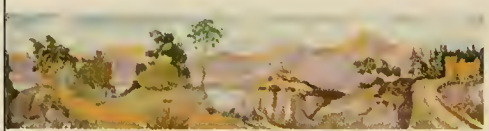

9074


8969


9052

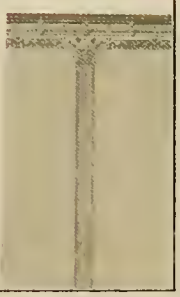

9047


9029


9086

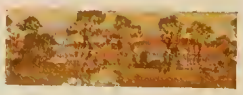

9018


9075


10062


9093


9068


9066

PICTORIAL FRIEZES, PANELS, COLUMNS, ETC.

See page 31 for descriptions.

SKETCH 48

Number	NAME	Price Per Roll	Number of Feet in Roll	Length of Panel	Height of Border or Panel	Length of Repeat	Price per Panel	See Sketch
8956	Greek Frieze	$ 6.00	15 ft.		30 in.	15 ft.		42 & 48
8958	El Dorado			36 in.	10 ft.	No repeat	$4.00	48
8964	Venetian Waters			40 in.	60 in.	80 in.	.60	24 & 48
8969	The Laurel		30 ft.	5 ft.	40 in.	15 ft.	1.00	48
8970	The Faun			40 in.	80 in.	40 in.	4.00	48
8971	The Nymph			40 in.	80 in.	40 in.	4.00	48
8972	Lombardy			40 in.	80 in.	13½ ft.	2.00	38 & 48
8979	Center Piece			40 in.	60 in.		1.50	48
8991	Autumn Glow		30 ft.	5 ft.	40 in.	15 ft.	1.40	48
9007	Playtime	2.00	30 ft.	5 ft.	20 in.	10 ft.	.35	48
9018	Forest Panel			40 in.	60 in.	80 in.	1.00	48
9029	Le Soir	5.00	30 ft.	5 ft.	40 in.	10 ft.	.90	48
9033	Windmill			20 in.	60 in.	80 in.	.30	48
9034	Sierras	6.00	30 ft.	5 ft.	36 in.	15 ft.	1.00	48
9045	The Swan			40 in.	60 in.	80 in.	.60	48
9047	Die Niederlaender (Delft)	5.00	30 ft.	5 ft.	40 in.	10 ft.	.90	48
9060	Woodland	5.00	30 ft.	5 ft.	36 in.	10 ft.	.90	48
9062	Lantern	4.00	30 ft.	5 ft.	36 in.	10 ft.	.75	48
9066	Die Niederlaender	6.00	30 ft.	5 ft.	40 in.	10 ft.	1.00	48
9068	Italian Gardens	12.00	30 ft.	5 ft.	42 in.	30 ft.	2.00	48
9070	Swiss Panel			36 in.	10 ft.	No repeat	4.00	48
9071	Oriental Panels			36 in.	10 ft.	No repeat	4.00	48
9074	Mountain			5 ft.	40 in.	10 ft.	1.40	48
9075	Cottage Garden			5 ft.	30 in.	15 ft.	1.00	48
9076	Pilaster			12 in.	5 ft.		1.00	48
9077	Cap and Base			20 in.	30 in.		1.00 set	48
9078	Pickets			40 in.	60 in.		.40	48
9081	Boy Scouts			28 in.	20 in.		1.20 for 4	48
9086	Switzerland	10.00	20 ft.	40 in.	5 ft.	20 ft.	2.00	48
9088	Billy Circus	4.00	36 ft.	36 in.	18 in.	36 ft.	.40	48
9092	Automobile	10.00	30 ft.	5 ft.	30 in.	30 ft.	1.80	48
10002	Columns	2.00	24 ft.	12 in. Dia.				45 & 48
10003	Caps and Base				20 in.		.50 set	45 & 48
10006	Border	5.00	24 ft.		40 in.			45 & 48
992	Background	.21	15 ft.	30 in. wide				45 & 48
10019	Dancing Girls			20 in.	30 in.		$2.25 sngl.	47 & 48
							2.50 dbl.	47 & 48
10062	See sketch No. 44 for descriptions of widths, parts, etc.							

Do not tear out the pages of this book. It is important to keep the book intact. The numbers of each design illustrated are printed plainly on each page. The number of the sample book same are shown in, is also printed. Those marked "not sampled" are designs of such character,—owing to repeat, etc.,—that it is not possible to sample or send samples. The sketches are true color representations of these, however, and can be ordered with the same safety and assurance as though you were looking at the goods.

ALFRED PEATS COMPANY

New York Boston Newark Chicago

SKETCH No. 32

Wall No. 4843, Price 60c roll.
Border No. 4833, Price 20c yd.
Shown in Special Book.

SKETCH No. 33

Wall No. 3648, Price 36c roll.
Border No. 3649, Price 6c yd.
See Book No. 4 for Pink Way.

SKETCH No. 34

Wall No. 4736, Price 30c roll.
Border No. 4737, Price 5c yd.
Shown in Special Book.

SKETCH No. 35

Wall No. 3587, Price 70c roll.
Shown in Book No. 3.

SKETCH No. 36

Wall No. 3170, Price 45c roll.
Special samples.

SKETCH No. 37

Wall No. 4500, Price 36c roll.
Border No. 4501, Price 12c yd.
Special samples.

SKETCH No. 38

Wall No. 8974, Price $2.00 panel.
Not sampled.

SKETCH No. 39

Wall No. 4632, Price $1.50 roll.
Special samples.

SKETCH No. 40

Wall No. 4590, Price 75c roll.
Border No. 4591, Price 20c yd.
Not sampled.

SKETCH No. 41

Wall No. 4768, Price 50c.
Special samples.

SKETCH No. 42

Wall No. 982, Price 36c roll.
Panel Border No. 10108, Price 10c yd.
Greek Frieze No. 8956, Price $6.00 roll.
Ceiling No. 3606, Price 35c roll.

SKETCH No. 43

Lower Wall No. 4817, Price 60c roll.
Upper Wall No. 10054, Price 50c roll.
Columns No. 10055, Price $2.00 roll.

SKETCH No. 44

Wall No. 990, Price 36c roll.
{ Columns No. 10062, Price $2.00 roll.
{ Cornice 8 yds., Column 16 yds. in roll.
Caps and bases No. 10063, Price 50c set.
Ceiling No. 3606, Price 35c roll.

SKETCH No. 45

Wall No. 992, Price 36c roll.
Columns No. 10002, Price $2.50 roll.
Caps and bases No. 10003, Price 50c set.
Frieze No. 10006, Price $5.00 roll.
Ceiling No. 3607, Price 35c roll.

SKETCH No. 46

Wall No. 984, Price 36c roll.
{ Columns No. 10062, Price $2.00 roll.
{ Cornice 8 yds., Column 16 yds. in roll.
Ceiling No. 3606, Price 35c roll.

SKETCH No. 47

Lower Wall No. 982, Price 36c roll.
Upper Wall No. 978, Price 40c roll.
Panel Dec. No. 10055, Price $2.00 roll.
Ceiling No. 10008, Price 60c roll.
Stile No. 986, Price 36c roll.
Ceiling Border No. 10009, Price $1.25 roll.
Dancing Girls—single, Price $2.25 each.
Dancing Girls—double, Price $2.50 each.

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